

Table of Contents

Introduction	1
Projects	
Home Depot	2
Graco	3
Turner	4
Delta	5
The Creators	6

Introduction

What is Really Gets Me?

Really Gets Me is an approach to using social media to develop relationships between companies and their constituents. Using Facebook and social graphs, businesses can get to know their consumers with the information they have already provided on their current social networking sites. Social media users willingly provide pieces of information including “likes” on Facebook, interests, activities, their hometown, careers, relationship status and more. Businesses who incorporate the Really Gets Me approach use that information to supply their consumers with a meaningful service that builds their relationship and creates loyalty from the consumer. Really Gets Me essentially reinvents online advertising.

Understanding open graphs

The Open Graph API is a set of tools that websites can use to personalize user experiences and build out the graph of connections people are making. It represents the 500 million people on Facebook and the individual connections to what they care about.

The Social Graph is a platform that Facebook created to allow businesses and applications to share information about users in order to tailor a user’s experience (offers, features and services) to their specific tastes.

By “friending” and “liking” things on Facebook, users are connected to people they know, public figures, services and products they like. The Social Graph allows websites and applications to share this information with each other. When a user “likes” a business or public figure’s page, it is listed under their interests for all of their “friends” to see. The “like” button is the key to building the social web, one object at a time.

When a user or business goes to <http://developers.facebook.com/docs/api>, they can pull information in a uniform way about certain users. By editing the characteristics in the URL, the list of information presented can be tailored to what is needed (i.e. if you want it to show their name, status, and likes, but not their events or friends).

Home Depot

Lauren Cronon, Joshua Mosley, and Lauren Richardson



HDisplay

An application that enables you to display, learn, and adjust your home projects together... as a COMMUNITY.

By using HDisplay, you and your Facebook network can build and adjust your home and yard TOGETHER—without having to be there together, without having to take any inconvenient trips to the store, and without having any doubt about products you chose to purchase from Home Depot for your home.

Take Cindy, a hard-working graduate student and graphic designer. Cindy is currently redecorating her home, but is having trouble finding the time to plan her home makeover, much less actually go to the store and learn about her renovation options. Cindy is busy, indecisive and is just plain stuck in a rut. What does she do? Cindy allows HDisplay to access her Facebook profile and images. With HDisplay she can now get her friends' opinions on colors, styles and products, all from the comfort of her home. Cindy now can discuss her options with friends in her community, see their home renovations to get fresh ideas, and no longer has to endure the hassle of traveling to the store to get home improvement advice.

Wouldn't it be cool if there was a way to combine building your home and planning your purchases while getting advice from people you know and trust. Wouldn't it be even cooler if you could virtually test the products in your home before buying them? With HDisplay from Home Depot, you can do all of this – right from your Facebook page.

How it works:

- HDisplay semantically reads your Facebook account for buzzwords, like “remodeling,” or “building”, on your photos, news feed and wall posts and pulls this information along with your age, likes, occupation and location into the application.
- Once you select a picture of any of your home improvement initiatives, you have the option to add more detail through color change and the addition of new products.
- Display and share your photos on HDisplay to show off your potential handy work to your friends and your Facebook network and instantly receive feedback.
- After you decide on a final idea for your remodel, you can upload your new photographs and HDisplay will automatically categorize your work and give you a precise display of your “re-decoration,” from start to finish.



The Turner Entertainment Suite

Wouldn't it be cool if you could watch a television show at any time during the day, and see what people are saying about it on Twitter at the same time? Wouldn't it be even cooler if you could watch that show and get to know the characters and never have to look away from your screen?

The Turner Entertainment Suite (TES) is a Google TV app, where viewers can go to watch their favorite TV shows and interact with other users.

How it works:

- A user turns on their Google TV and opens the Turner Entertainment Suite app.
- The first time a user logs into TES they will use Facebook Connect.
- Once logged in, TES pulls all of the information about the user, including their likes, interests, location, age, relationship status, etc.
- The user can search for their favorite shows, watch episodes and chat with other users who are online all from one screen.

Additional features

- The “like” button – There is a like button on the TV screen that the user can click when they enjoy a part of the show, which will appear on their Facebook wall. For example, while watching the Conan show, if a user likes the guest, they can click on the button, and that information will appear on their wall.
- The Program Information window – This window displays information about the show as well as highlighting topics that are discussed in the show. Additionally, users can browse other episodes and guest stars.
- The Twitter window – This feature allows users to read the Twitter feed related to the show they are watching.
- The Mash Up box – This feature displays information that relates to the show and the user's location and interests. For example, if the program is using music from Maroon 5, the Mash Up box will display upcoming show dates for the band in their area.

Graco

Ashley Bene, Rachel Brent, and Rebecca May



Graco Really Gets Me

Wouldn't it be cool if mothers everywhere felt a connection to Graco and their products because Graco had a relationship with them?

Graco Really Gets Me (Graco RGM) is a way for the Graco brand to connect with mothers and to build relationships with them. Graco RGM is a Facebook application that a user can add to their profile. The app will gather information from the user's status updates, profile information and likes, and communicate with the user in a meaningful way.

How it works:

- Once a user adds Graco RGM, the app will look for buzzwords in the user's status updates, like "I'm 16 weeks" or "scared".
- The app will post a message on the user's wall in response to their update. For example, if a mother posts "I'm 16 weeks," Graco RGM will send a response that says, "Congratulations! Please go to your Mommy-To-Be profile and make sure your due date is correct."
- In addition, Graco RGM can connect expectant moms with other mothers in their area that are experiencing similar things or are due around the same period of time. For example, if a mother posts, "I just found out I have gestational diabetes," Graco RGM will send a response asking, "Would you like to connect with other mothers who have gestational diabetes?"

Graco RGM is all about building relationships with and among expectant mothers. The goal is for these moms to be familiar with the Graco brand, so when they go to purchase items or register for baby gear, they think of Graco.

Additional features:

- A home page where Facebook users can go to learn more about the app and allow Graco RGM to access their profile.
- A Mommy-To-Be tab where Graco RGM will store information about the mother's pregnancy, including their due date, the baby's sex, any health issues they have experienced, etc. The mother can go in and update any of the information in their Mommy-To-Be tab.
- A Playpen tab where mothers can connect with other moms on Graco RGM.
- A Products tab where mothers can learn more about Graco products, their features, and where they can purchase them.
- A Graco tab where mothers can learn more about the Graco brand.

Jacqueline Derron, Caitlyn Hentenaar, Chris LaFay, and Tyler Upton



What is Delta Journeys?

Today, we are more connected than ever. We are up-to-date with the life stories of our childhood friends. We know the daily troubles of friends living across the country. We are all connected – online.

Wouldn't it be cool if an application could help move these connections from the digital world to real life?

Delta Journeys is an online application that uses a person's social media to accurately suggest places to travel and people to visit, all at the lowest price possible. These recommendations all occur without the user having to input any information. It uses the information that users have already provided on their social media and produces a low-fare ticket to visit a location where the user wants to travel. Delta Journeys is your personal travel agent that understands you and your interests.

How it works

The user first provides Delta Journeys with access to his or her social media through Facebook Connect. This allows the application to access the users profile, status updates, photos, friends, etc. Delta Journeys then makes the following queries on the users' Social Graph:

1. **Buzzwords** – Delta Journeys first searches for buzzwords that spur a vacation or a visit to friend. A buzzword can be a phrase in a post from a friend, such as “I miss you” or “come visit me.” These are clues that the user would like to travel somewhere. Then Delta Journeys figures out whom the user wants to visit and where the user would like to travel.
2. **Relationship** – Delta Journeys then tests the “scale of friendship,” to understand if the user would actually want to visit the friend. If the relationship is strong (eg. many wall posts and photos together) or if the friend is a family member, Delta Journeys can assume this is a person the user would actually like to visit.
3. **Location** – Next, Delta Journeys will determine the locations for the ticket. To do this, it queries the current location of the two friends. If their current locations are different, it provides a ticket to visit the friend's current location.
4. **Suggest tickets** – The Delta Journeys app provides the user with the option to buy the ticket, plus tickets from other buzzwords, relationships and locations. It provides a full travel agent experience with no information provided directly from the user.

Meet the Creators

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